

ABSTRACT

[0028] The invention relates to a method of selling a virtual bundle of items to a consumer at retail. The method comprises the steps of providing information from a first vendor to a second vendor about items available for offering by the second vendor to the consumer for purchase as a virtual bundle of items; providing information from the first vendor about an incentive offered to the second vendor based on the virtual bundle of items purchased by the consumer; communicating an offer by the second vendor to a consumer for the purchase at retail of a virtual bundle of items; allowing the consumer to create and purchase a virtual bundle of items; providing information about the virtual bundle purchased; and providing an incentive from the first vendor to the second vendor based on the virtual bundle of items purchased. Also disclosed are a computer system and a computer program product for use in practicing the method.